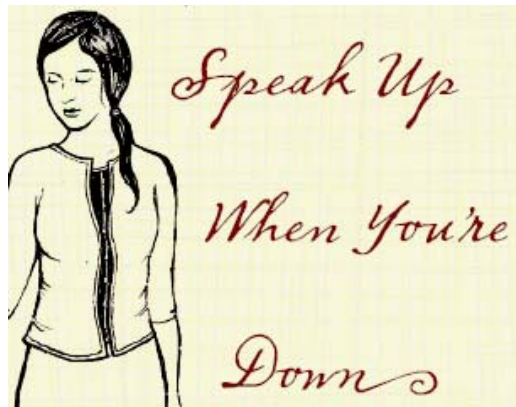


**WASHINGTON STATE POSTPARTUM DEPRESSION AWARENESS
CAMPAIGN WORK PLAN**
www.speakup.wa.gov



Background:

On May 9, 2005, Governor Christine Gregoire signed Senate Bill 5898 into law, authorizing the Washington State Postpartum Depression (PPD) Awareness Campaign. The Washington Council for Prevention of Child Abuse & Neglect (WCPCAN) was identified to lead the campaign, and \$25,000 in public funds authorized to support the campaign. After a broad outreach effort to identify interested parties, WCPCAN convened content experts, advocates, those who had experienced PPD and other community members to meet to lay the groundwork for the campaign. The following represents a work plan developed from this input.

Campaign Scope/Focus:

Mental health issues affecting women (and their children, partners and families) during pregnancy and postpartum (such as anxiety, obsessive/compulsive disorder, bipolar disorder, post-traumatic stress disorder, and psychosis) are many and complex.

If the Washington State PPD Awareness Campaign is successful, we believe we will contribute significantly to creating both the increased understanding of the complexities of the mental health issues women face during pregnancy and postpartum, and help build the public will necessary to create the resources needed to effectively respond to systemic problems such as the current lack of needed services.

Core Activities:

Within identified resources (\$25,000 in state funding, WCPCAN staff time, support from identified partners), the campaign will undertake the following core activities:

- Securing commitments from identified partners for in-kind support
- Developing a brochure with basic information about the warning signs of and resources available to help with PPD
- Distributing the brochure:
 - to all children born in Washington via inclusion in Child Profile mailings to new parents

- to health care professionals serving women during pregnancy and postpartum (OB/GYN's, pediatricians, midwives, doulas, breastfeeding support providers, lactation consultants, childbirth educators etc.) via direct distribution to professional organizations
- Developing and widely promoting an easily identified website that contains a wide range of informational resources, including links to referral resources for treatment
- Encouraging partners to use their formal and informal electronic and other communication networks and training events/conferences to promote message awareness and share information about the campaign.

In addition, the campaign will:

- Regularly convene a Leadership Advisory Group to seek input on and refine strategies and tactics
- Regularly communicate about the campaign's progress to interested parties
- Identify sources of and seek to secure additional resources (funding and expertise) to leverage state funds and extend the campaign's reach and impact
- Support the work of advocates and others to develop policies and programs to address systemic challenges related to treatment access and quality
- Establish and track progress toward performance measures

Supplementary Activities:

Even with the \$25,000 in public funding allotted by the state legislature for the campaign and the in-kind resources committed by WCPCAN and its partners in support of the campaign, the scope of work that can be undertaken will be limited by resource constraints. To address these constraints, WCPCAN will work with the campaign's Leadership Advisory Group to identify private and other sources of support that will extend the campaign and increase its impact.

If/when resources are secured beyond those currently identified, the campaign will include:

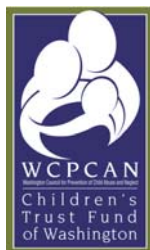
- Developing PSA's for use on TV
- Purchasing paid advertising
- Organizing a major awareness-raising event
- Supporting the development of a 'train-the-trainers' program
- Developing & supporting a formal Speakers Bureau

Timeline:

	July-Sept 2005	Oct-Dec 2005	Jan-Mar 2006	Apr-Jan 2006	July-Dec 2006
Commitments	▪ Secure from partners	▪ Identify, cultivate prospects	▪ Solicit prospects		
Branding	▪ Develop				
Brochure		▪ Develop ▪ Secure distribution via Child Profile ▪ Identify, outreach to professional organizations	▪ Disseminate through Child Profile ▪ Disseminate through professional organizations		
Website	▪ Develop content, format		▪ Launch	▪ Maintain/update	
Media		▪ Create public launch event	▪ Implement campaign public launch event		
	▪ Develop pitches ▪ Develop website “Press Room” ▪ Identify spokespeople	▪ Pitch stories ▪ Serve as resource to media			
Newsletters		▪ Identify, outreach to prospects	▪ Provide stories		
Networks/ Communication	▪ Identify/ outreach to prospects with communication networks ▪ Promote campaign involvement via WCPCAN website, newsletter				
Leadership	▪ Convene	▪ Convene		▪ Convene	▪ Convene
Systems/ Policy		▪ Identify current policy issues, partners	▪ Track issues in legislature	▪ Develop policy proposals	
Evaluate	▪ Establish performance measures	▪ Measure			▪ Report on measures

Leadership Advisory Group:

Carol A. Allen	Public Health Seattle King County
Kathryn Barnard, Ph.D.	UW School of Nursing/Center on Infant Mental Health & Development
Sharon Beaudoin	Healthy Mothers Healthy Babies
Cheryl Murfin Bond	Seattle Midwifery School
Margie Bone, MD	Community Birth & Family Center
Leija Davis	NW Association of Postpartum Support
Tim Gahm	PEPS (Program for Early Parent Support)
Carla Hershman	Stroum Jewish Community Center
Heidi Koss-Nobel	Postpartum Support International of Washington
Laurie Lippold	Washington State Academy of Pediatrics/Children's Home Society of Washington
Carol Maurer	King County Children & Families Commission
Linda McDaniels	Parent Trust for Washington Children
Nicole Pender	CHILD Profile, WA State Department of Health
Merrie Lynn Rice	Pierce County Breastfeeding Alliance / Tacoma Pierce County Health Department Pierce County
Rep. Shay Schual-Berke, MD	State Representative, 33 rd Legislative District
Thomas Soukakos	Business Owner, Vios Café, Seattle
Pamela Walker	CHILD Profile, Washington State Department of Health



WCPCAN Staff:

Chris Jamieson, Communications Director (Campaign Lead)
Kristen Rogers, Director of Policy & Practice
Joan Sharp, Executive Director

NOTE: This plan was developed from input received from stakeholders convened in July 2005 and from information available from reliable sources regarding effective public awareness campaigns. A draft of the plan was circulated to the campaign's Leadership Advisory Group and their suggestions considered/incorporated into this 'final' version. While the plan is intended to provide reliable guidance for campaign implementation, it is also intended to be a living document that will change in response to new learning/changed conditions. Comments are welcome at wcpkan@dshs.wa.gov or 206-464-6151.